

# 2009 ONE GIFT CAMPAIGN OVERVIEW

## OCTOBER 1, 2008 – OCTOBER 31, 2008

### CAMPAIGN GOALS

**Agency Goals** – Each agency director has established a monetary goal for his or her agency. Goal information was collected by the Chair Department. You can inquire about your agency's goals by checking the website at <http://das.hre.iowa.gov/onegift.html> or by calling the Program Coordinator at 515-281-3351.

**Overall State Goal** – The overall state goal for the 2009 One Gift Campaign is \$533,717. Agencies must work diligently to obtain pledges to reach their goals. Because it is important for you to reach your goals, this manual will assist you in selecting a technique that ensures a successful campaign.

### CAMPAIGN POLICIES

**Voluntary Giving** – Employee solicitations are to be conducted during working hours using methods that permit true voluntary giving. Employees shall be free to give or not give, to publicize pledges, or keep them confidential. This should in no way be interpreted as restricting the need for an effective, well-organized educational program among employees on the needs that exist in the state. Group meetings are permitted to give employees the necessary information to make an informed decision.

**Nonpartisan** – The One Gift Campaign benefits over 400 agencies. All literature, speeches, and inducements to contribute are to be nonpartisan in nature.

**Solicitation of Recipient Agencies** – Individual charitable agencies or federations of agencies may never solicit state employees at their workplace.

**Choice** – Employees have the option of designating up to three charitable agencies to receive their contributions.

**Recipient Agencies** – Only charities listed on the website (<http://das.hre.iowa.gov/onegift.html>) are eligible to receive donations for this year's campaign. If someone's favorite charity is not included, you may encourage the employee to contact that charity to apply for the 2010 One Gift Campaign. Applications are available on the website. Agencies may also contact Susan Churchill, One Gift Program Coordinator, by telephone at 515-281-3351 or by email at [susan.churchill@iowa.gov](mailto:susan.churchill@iowa.gov).

**Policies and Procedures** – The policies and procedures used in this campaign can be found in Chapter 71 of the Administrative Rules of the Department of Administrative Services.

## 2009 ONE GIFT CAMPAIGN ORGANIZATION

Title	Name	Department
Chair	Mollie Anderson, Director 515-281-5360	Department of Administrative Services (DAS)
Campaign Coordinator	Susan Churchill 515-381-3351	DAS
Program Coordinator	Susan Churchill 515-281-3351	DAS
Data Support	Michael La Fary 515-281-4884	DAS

## CAMPAIGN LEADERSHIP RESPONSIBILITIES

### Campaign Coordinator

**Job Description** – The Campaign Coordinator is responsible for providing the Agency Liaisons with leadership and assistance in planning, implementing, and executing the campaign. This is a key position within the state One Gift Campaign structure. The Campaign Coordinator performs the administrative work as required by the Campaign Chair. (This year's Campaign Coordinator is Susan Churchill. She may be reached by phone at 515-281-3351 or my email at [susan.churchill@iowa.gov](mailto:susan.churchill@iowa.gov).)

### Examples of Jobs Performed:

- Serve as the primary contact and point of communication between the One Gift Committee and the Agency Liaisons.
- Attend all One Gift Committee meetings.
- Work with the Agency Liaisons prior to and during the campaign to assist with planning campaign activities, answering questions, resolving problems, and motivating the Agency Liaisons.
- Work closely with the Agency Liaisons to ensure a successful campaign within each agency.
- Receive final reports from Agency Liaisons.
- Maintain a spreadsheet with the status of the campaign by agency.
- Provide necessary correspondence to the Agency Liaisons during the campaign.
- Keep an accurate record of submitted reports and contact the Agency Liaisons who have not submitted reports.

## **Agency Liaisons**

**Job Description** – Under the general direction of Campaign Coordinator, the Agency Liaison is responsible for planning, implementing, and executing the campaign within the liaison's agency. (For a complete list of Agency Liaisons, please visit the website at <http://das.hre.iowa.gov/onegift.html>.)

### **Examples of Jobs Performed:**

- Serve as the primary contact and point of communication between your agency and the Campaign Coordinator.
- Assist with planning campaign activities, answering questions, and resolving problems.
- Contact employees within your agency to ensure familiarity with the campaign and receipt of pledge forms.
- Collect pledge forms from your agency's employees. Provide your Personnel Assistant with completed pledge forms for entry into the One Gift system.
- Provide a final report of pledges to the Campaign Coordinator.
- Plan campaign activities. This may include development of a "kick-off" event including the appearance by your agency's director, union representatives, and other individuals who will create a positive influence and promote a successful field organization or institutional campaign.
- Utilize publicity materials, such as posters provided by the One Gift Campaign, to accomplish a successful agency campaign.

## **Personnel Assistants**

**Job Description** – Under the general direction of the Agency Liaison, the Personnel Assistant is responsible for assisting with the campaign in his or her agency.

### **Examples of Jobs Performed:**

- Serve as a contact and point of communication between the Agency Liaison and your field organization or institution.
- Collect pledge forms from the Agency Liaison.
- Enter employee pledge forms for payroll deduction.
- Work closely with the Agency Liaison to promote a successful campaign within your agency.

## CONDUCTING YOUR AGENCY CAMPAIGN

The key to conducting a successful agency campaign is organization. This portion of the training manual is designed to assist you in planning and conducting the campaign. This can be used as a checklist or guidelines for your campaign.

**Involve your Director** – Your director is vital to a successful campaign. Your director's leadership and enthusiasm can be contagious, spreading to others within the organization. Ask your director to visibly support you through activities such as:

- Sending emails or letters to managers announcing your campaign role.
- Sending emails or letters of endorsement to all employees in your agency.
- Reviewing your campaign goal -- both monetary and participatory.

**Set your Campaign Dates** – The 2009 One Gift Campaign officially runs from *October 1, 2008* – *October 31, 2008*. You may choose to run a shorter campaign for your agency. It should fall during the four-week period of the campaign. Short solicitation periods may bring better results, as they do not allow for as much procrastination.

**Develop an Employee/Labor/Management Committee** – Select the best possible campaign committee by recruiting representatives from management and labor as well as major divisions and bureaus. Have your director approve the committee members you have selected. Your committee should assist with the following activities for your campaign:

- Review last year's campaign for strengths and weaknesses.
- Establish campaign dates within the statewide campaign dates.
- Assess all available One Gift tools and techniques to determine which are appropriate for use during your campaign.
- Plan your campaign, including record keeping within your agency.

**Choose a Solicitation Approach** – Participating in the One Gift program is voluntary, so it is possible that some employees will not choose to attend campaign meetings. You may want to try to have something like refreshments to “draw” employees to the meetings. In any event, be prepared to follow up with employees who do not attend so that everyone has an opportunity to make a pledge.

Following are some solicitation approaches you may use in your campaign:

- **Group Solicitation** – Employees are asked to attend group meetings to receive information about the One Gift Campaign and are asked to complete pledge forms during the meeting. When this approach is used, employees should be notified in advance that they will be requested to make pledges during the meeting.
- **Agency Rally** – Employees are asked to attend group meetings to receive pledge forms and information about the One Gift Campaign. Employees are informed as to when and how pledge forms are to be returned to the Agency Liaison.
- **One-on-One Contact** – The Agency Liaison and campaign helpers contact employees individually to provide campaign information and pledge forms. This approach is most effective immediately following an agency rally or kick-off event. Campaign helpers should be expected to provide information to no more than 15 employees.

- **Other Methods of Solicitation** – You may choose to create your own activities that are more appealing to fellow employees – methods that would generate enthusiasm and fun. Whatever approaches you take, please remember that giving through the One Gift Campaign is totally voluntary. Activities should be designed with the intention of educating the employees about the agencies that receive money from their contributions and the need to help friends and neighbors.

### **Publicize your Campaign**

- Encourage inclusion of press releases and stories in your in-house newsletters and publications.
- Hold contests to challenge employees to learn about the One Gift Campaign.
- Promote the campaign with posters and special displays.
- Use your agency's newsletter, updates, and so on, to keep employees posted on agency-wide progress.

**Distribute One Gift Pledge Forms** – Payroll deduction forms are available at the One Gift website at <http://das.hre.iowa.gov/onegift.html>. Employees wishing to contribute should be instructed to return their payroll deduction form to their Agency Liaison, who will tally the amounts and give the forms to Personnel Assistants for entry into HRIS.

**Monitor your Progress** – During the campaign, it is important to regularly monitor progress. The following guide may be of assistance:

- Develop a campaign plan and schedule to monitor your progress.
- Keep your agency director and employees informed of the campaign's progress.
- Announce the final results and goals achieved.

## **AFTER THE CAMPAIGN**

**Say, "Thank You."** – Recognition can help make next year's job easier.

- Send handwritten notes or emails to your helpers, thanking them for their assistance.
- Recognize significant achievements.
- If someone has done an outstanding job, send a copy of your thank you letter to that person's supervisor.
- Put up thank you posters on bulletin boards.

**Conduct and Agency Campaign Critique** – When the campaign is completed, evaluate the effectiveness of your strategies. A good critique will point out strengths and weaknesses and increase success in future years.

## HANDLING OBJECTIONS

Objections are a natural part of the soliciting process. Expect some of the people you contact to object, particularly when you ask them to increase their pledges.

Understanding what the objections are and knowing how to handle them can eliminate many problems. The following may be helpful to you:

- *It's not personal* – An objection is never directed against you; it is directed at the idea you are presenting.
- *It's probably unfounded* – Many verbal objections are based on a lack of information. Be empathetic and listen carefully. You do not have to agree.
- *Handle the objection* – If the objection is not sincere, deflect or go around the argument.
- *Don't argue* – Arguing raises defensive barriers that are difficult to break down.
- *Encourage discussion* – When an employee voices an objection, let the person expand on it at length. If the objection is insincere, illogical, or both, it will tend to fall of its own weight.
- *Above all, relax and be you* – Your job is to present an important idea in a manner as straightforward as possible, not match wits or verbally “fence” with the employee.